

Docket No.: ST-028 Cont 2
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Schein et al.

Application No.: 09/810,324

Confirmation No.: 9059

Filed: March 16, 2001

Art Unit: 2421

For: **SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH
ADVERTISERS AND BROADCASTERS**

Examiner: O. S. Parra

RESPONSE TO NON-FINAL OFFICE ACTION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated April 27, 2010, reconsideration and allowance of the above-identified application are respectfully requested in light of the remarks that follow. A Petition for Extension of Time, extending the time for response by one (1) month to August 27, 2010, is filed concurrently herewith.

Remarks begin on page 2 of this paper.